

Rep Order# 8885928 Ver# 1 Status New
EC'd Yes

Traffic Order#

37639

Printed: 10/17/2012 3:20 PM
Last Received: 10/17/2012 2:45 PM
Showing Buylines: All Lines

1 of 3

Station KLAS-TV LAS VEGAS
Advertiser () HELLER, DEAN
Product HELLER/SENATE/REP
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SERVICES
3299 K STRETT NW, SUITE 200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/24/2012 - 10/30/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

DEAN HELLER FORF US SENATE *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	500A-600A		:30	\$225.00	10/24-10/26	1	1	1	\$225.00	
				Buyline Comment: NEWS								
	2	W-F	600A-700A		:30	\$275.00	10/24-10/26	2	1	2	\$550.00	
				Buyline Comment: NEWS								
	3	W-F	700A-900A		:30	\$200.00	10/24-10/26	1	1	1	\$200.00	
				Buyline Comment: EARLY SHOW								
	4	M-TU	700A-900A		:30	\$200.00	10/29-10/30	1	1	1	\$200.00	
				Buyline Comment: EARLY SHOW								
	5	W-F	900A-1000A		:30	\$300.00	10/24-10/26	1	1	1	\$300.00	
				Buyline Comment: LIVE WITH KELLY								
	6	M-TU	1000A-1100A		:30	\$450.00	10/29-10/30	1	1	1	\$450.00	
				Buyline Comment: PRICE IS RIGHT								
	7	W-F	1100A-1200P		:30	\$550.00	10/24-10/26	1	1	1	\$550.00	
				Buyline Comment: YOUNG AND RESTLESS								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	8	W-F	1230P-200P		:30	\$375.00	10/24-10/26	1	1	1	\$375.00	
		Buyline Comment: BOLD/DEAL										
	9	M-TU	1230P-200P		:30	\$375.00	10/29-10/30	1	1	1	\$375.00	
		Buyline Comment: BOLD/DEAL										
	10	W-F	700P-800P		:30	\$350.00	10/24-10/26	1	1	1	\$350.00	
		Buyline Comment: ET/INSIDE EDITION										
	11	M-TU	700P-800P		:30	\$350.00	10/29-10/30	1	1	1	\$350.00	
		Buyline Comment: ET/INSIDE EDITION										
	12	TU	800P-900P		:30	\$12,000.00	10/30-10/30	1	1	1	\$12,000.00	
		Buyline Comment: NCIS										
	13	W-F	500P-630P		:30	\$500.00	10/24-10/26	3	1	3	\$1,500.00	
		Buyline Comment: NEWS										
	14	M-TU	500P-630P		:30	\$500.00	10/29-10/30	2	1	2	\$1,000.00	
		Buyline Comment: NEWS										
	15	W-F	400P-500P		:30	\$450.00	10/24-10/26	3	1	3	\$1,350.00	
		Buyline Comment: NEWS										
	16	M-TU	400P-500P		:30	\$450.00	10/29-10/30	2	1	2	\$900.00	
		Buyline Comment: NEWS										
	17	W-F	1200P-1230P		:30	\$325.00	10/24-10/26	2	1	2	\$650.00	
		Buyline Comment: NEWS										
	18	M-TU	1200P-1230P		:30	\$275.00	10/29-10/30	1	1	1	\$275.00	
		Buyline Comment: NEWS										

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—REPORT TOTALS—

Report Totals: 26 / \$21,600.00

—SALES MONTHLY TOTALS—

Oct 12: 16 / \$6,050.00 Nov 12: 10 / \$15,550.00

Sales Totals: 26 / \$21,600.00

Station Totals: 26 / \$21,600.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$72,000	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books null
Demos RA35+